



Fire Department

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MEDIA ADVISORY

NEW FIRE SAFETY MESSAGE INITIATIVE

Starting July 20, 2006, the Milwaukee Fire Department will be placing fire safety messages on fire trucks. All ladder companies will be fitted with one of three different fire prevention messages aimed at increasing the amount of working smoke detectors in the city, with a reminder to check them often. The signs are in English and in Spanish and will help spread the word about the importance of fire safety and smoke detectors.

It is a proven fact that having a properly placed working smoke detector will increase your chances of surviving a fire by 50%. In Milwaukee, since January of 2004, over 80% of the fire fatalities were in homes with no working smoke detector, or the operation of the smoke detector was unknown.

The monies for this project were donated by the Attorney General of the State of Wisconsin. Fire safety messages will be installed on all ladder trucks on July 20 and July 21. The first day the installation will be done at the Bureau of Instruction and Training, 6680 North Teutonia Avenue, from 8:15 am until 2:30 pm. The second day 's installation will be done at the quarters of Engine 33, 4515 West Burnham Street, from 8:15 am until 3:15 pm.

The department 's goal is to eliminate fire fatalities from the City of Milwaukee by having a constant and sustained tangible message in our community.

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